

Given a sample advertisement or copy of a short article, the reader selects those phrases which illustrate the "transfer" technique.

UNIT 5
Lesson 1
Locating Hidden Meaning

TECHNICAL TALK

Many citizens buy products or accept ideas because it is patriotic or religious to do so. Advertisers attempt to get the approval of a respected group or institution and then they use this approval hoping that a "transfer" will help them sell their product or idea. If you are an effective reader, you will notice the use of these techniques; however, don't accept something because of a "transfer" image.

TRY IT

We see many examples of "transfer" in the newspaper every day. Read the following brief advertisement for Eversoft Carpet Company. See if you can find the phrase or sentence which is a "transfer" device.

NEED A NEW CARPET? Buy an Eversoft Carpet today!
These fine carpets are used in all churches and synagogues in Maple Village. Our carpets come in many different colors, so you can find exactly what you need!

(The third sentence is an example of "transfer.")

BEING A GOOD CITIZEN

In the following short article there are five sentences which contain examples of "transfer." See if you can find them, then check your answers with the answer key.

As a citizen of the United States, you have many responsibilities and duties.

For example, it is your patriotic duty to vote in the elections held in your city and state. You should feel obligated to keep your yard neat and free of rubbish. And, in time of common disaster, such as a tornado or hurricane, you should contribute food and clothing for the needy. Good people should always extend love and caring in times of real need.

If you are a patriotic citizen, you should serve your country in time of war as a service person or a factory worker. You should be willing to serve on a jury during a court trial of a fellow citizen. Civic-minded citizens always respond when called for jury duty. You should also be willing to be a candidate for some office when called on by your fellow citizens. If you are a good American, you should accept the office and perform the duties that are demanded.

REVIEW

The "transfer" effect is used in many different places. Sometimes it is used by showing pictures (flag, cross, church, school, etc.) which suggest acceptance. You will find some examples of the use of pictures in lesson 2.

UNIT 5


Lesson 2

Locating Hidden Meaning

BARNSTORM FOR MAYOR

Below you see a political advertisement which shows five different examples of "transfer." Look carefully and see if you can find them. Be sure to look for both words and pictures.

Barnstorm for Mayor



JOHN R. BARNSTORM

- ... Friend of schools
- ... Experienced
- ... Deacon, Brian Baptist Church
- ... Hard worker
- ... Knows your needs
- ... Endorsed by friends and neighbors
- ... Major, U.S. Army, Korean War
- ... Avid reader
- ... Winner, All-American Boy Award
- ... Dedicated
- ... Concerned

Now that you have examined the advertisement, write the five examples of "transfer." Check the answer key to see if you are right.

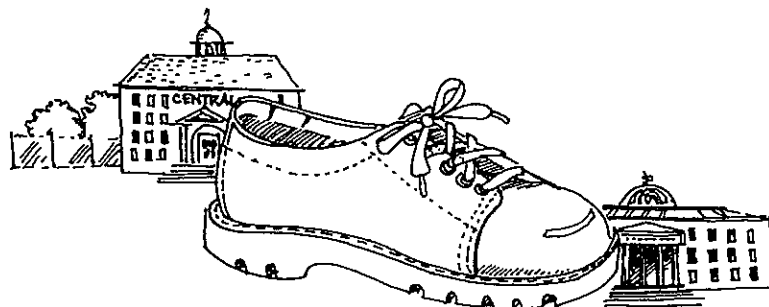
BUY THE LATEST SHOES

UNIT 5

Lesson 3

Locating Hidden Meaning

In this unit you have looked at two kinds of situations: a short article and a political advertisement. In lesson 3 below you see a picture of "New West" Shoes which are sold by New West Shoe Stores in Midtown. If you examine the ad carefully, you can find five examples of "transfer." Be sure to look for symbols as well as words and phrases and then check the key to see if you are right.



***official shoe of Central High
Varsity Cheerleaders

***comes in all sizes

***durable

***proclaimed "All Midtown" by
Leading Citizens League

***man-made uppers

***all colors

***flexible

***low cost

***the choice of members of
the U.S. Congress

"New West" Shoes

Sold only by New West Shoe Stores 2921 West Newport Midtown

HOW DID YOU DO?

